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Attorney's Docket No. AMAZON.062A3

#3

DECLARATION - USA PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **HOSTED SERVICES FOR COLLECTING PAYMENTS FROM AND PROVIDING PERSONALIZED CONTENT TO WEB SITE VISITORS**; the specification of which was filed on **August 13, 2001** as Application Serial No. **09/928,977**.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56;

I hereby claim the benefit under Title 35, United States Codes § 119(e) of any United States provisional application(s) listed below.

Application No.: 60/244,357

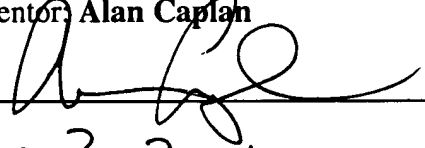
Filing Date: October 30, 2000

Application No.: 60/251,437

Filing Date: December 5, 2000

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first inventor: Alan Caplan

Inventor's signature 

Date October 3, 2001

Residence: 1531 18th Avenue E., Seattle, WA 98112

Citizenship: United States

Post Office Address: Same As Above

Full name of second inventor: **Jonathan Leblang**

Inventor's signature

Date

Jonathan Leblang
21 SEP 2001

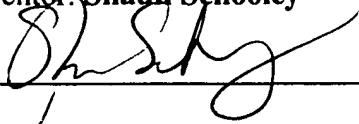
Residence: **332 Camino Al Lago, Atherton, CA 94027**

Citizenship: **United States**

Post Office Address: **Same As Above**

Full name of third inventor: **Shaun Schooley**

Inventor's signature



Date

11/29/01

Residence: **567 Miner Road, Orinda, CA 94563**

Citizenship: **United States**

Post Office Address: **Same As Above**

Full name of fourth inventor: **FuMing Young**

Inventor's signature *FuMing Young*

Date OCTOBER 15, 2001

Residence: **780 Edge LN, Los Altos, CA 94024**

Citizenship: **United States**

Post Office Address: **Same As Above**

Full name of fifth inventor: **Joel R. Spiegel**

Inventor's signature _____

Date _____

Residence: **14026 227th Avenue NE, Woodinville, WA 98072**

Citizenship: **United States**

Post Office Address: **Same As Above**

Full name of sixth inventor: **Jeffrey P. Bezos**

Inventor's signature

Date September 21, 2001

Residence: **Greater Seattle, WA**

Citizenship: **United States**

Post Office Address: **P.O. Box 81226, Seattle, WA 98108-1226**

Send Correspondence To:
KNOBBE, MARTENS, OLSON & BEAR, LLP
Customer No. 20,995

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AMAZON.062A3



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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Caplan, et al.)
App. No. : 09/928,977)
Filed : August 13, 2001.)
For : HOSTED SERVICES FOR)
COLLECTING PAYMENTS FROM)
AND PROVIDING PERSONALIZED)
CONTENT TO WEB SITE VISITORS)
Examiner : UNKNOWN)

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION
AND
REVOCATION AND POWER OF ATTORNEY

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone

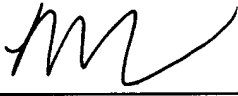
App. No. : 09/528,977
Filed : August 13, 2001

(949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

AMAZON.COM HOLDINGS, INC.

Dated: 12/3/01

By: 
Michelle Wilson

Title: Vice President and Secretary

Address: 1200 12th Avenue South, Suite 1200
Seattle, WA 98144

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Application No.: 09/928,977
Filing Date: August 13, 2001

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ASSIGNMENT

Jeffrey P. Bezos
WHEREAS, We, Alan Caplan, a United States citizen, residing at 1531 18th Avenue E., Seattle, WA 98112, Jonathan Leblang, a United States citizen, residing at 332 Camino Al Lago, Atherton, CA 94027, Shaun Schooley, a United States citizen, residing at 567 Miner Road, Orinda, CA 94563, FuMing Young, a United States citizen, residing at 780 Edge LN, Los Altos, CA 94024, Joel R. Spiegel, a United States citizen, residing at 14026 227th Avenue NE, Woodinville, WA 98072 and Jeffrey P. Bezos, a United States citizen, residing in Greater Seattle, WA, and having a mailing address of P.O. Box 81226, Seattle, WA 98108-1226, have invented certain new and useful improvements in HOSTED SERVICES FOR COLLECTING PAYMENTS FROM AND PROVIDING PERSONALIZED CONTENT TO WEB SITE VISITORS for which we have filed an application for Letters Patent in the United States, on August 13, 2001 as Application Serial No.: 09/928,977;

AND WHEREAS, Amazon.com Holdings, Inc. (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle, WA 98144, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all provisional applications relating thereto (including U.S. Provisional Appls. 60/244,357 and 60/251,437), and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of October, 2001

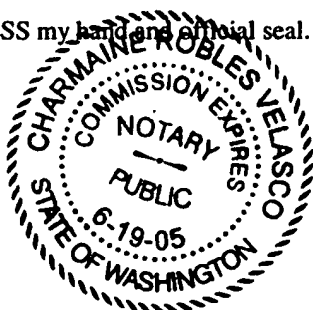
Alan Caplan
Alan Caplan

STATE OF Washington
COUNTY OF King ss.

On October 3, 2001, before me, Alan Caplan, personally appeared Alan Caplan personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



[Signature]
Notary Signature

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Filing Date: August 13, 2001

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 21 day of September, 2001

Jonathan Leblang
Jonathan Leblang

STATE OF

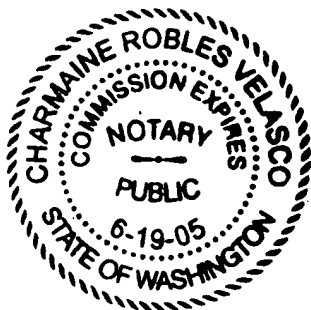
ss.

COUNTY OF

On Sept 21, 2001, before me, Jonathan Leblang, personally appeared Jonathan Leblang personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Charmaine Robles Velasco
Notary Signature

COPY

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29th day of November, 2001.

[Signature]

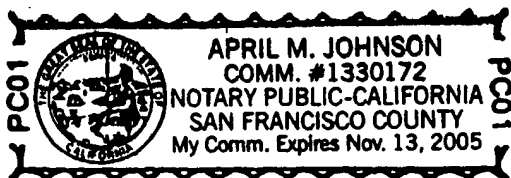
Shaun Schooley

STATE OF California
COUNTY OF San Francisco ss.

On Nov 29, 2001, before me, April M. Johnson, personally appeared Shaun Schooley ~~personally known to me~~ (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) ~~is/are~~ subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



[Signature]
Notary Signature

COPY

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15 day of OCTOBER, 2001.

FuMing Young
FuMing Young

STATE OF California

COUNTY OF Santa Clara

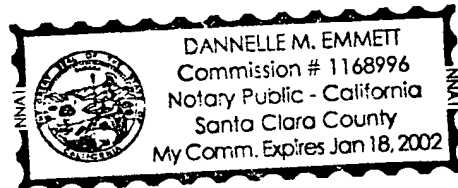
ss.

On October 15, 2001, before me, Dannelle M. Emmett, personally appeared FuMing Young personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Dannelle M. Emmett
Notary Signature



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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of November, 2001.

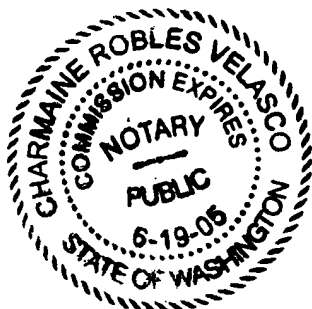
Joel R. Spiegel

STATE OF Washington
COUNTY OF King ss.

On Nov 8, 2001, before me, Joel R. Spiegel, personally appeared Joel R. Spiegel personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



[Signature]
Notary Signature

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 21st day of September, 2001

Jeffrey P. Bezos

Jeffrey

STATE OF

COUNTY OF

ss.

On Sept 21, 2001, before me, Jeffrey P. Bezos, personally appeared Jeffrey P. Bezos personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

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